# TAPGRAM

A periodic update of political developments important to Philip Morris employees and the tobacco industry.

PREPARED BY THE PUBLIC AFFAIRS DEPARTMENT, PM U.S.A. Jan. 3, 1979

## EDITOR'S NOTE

If you pick up your daily newspaper or watch the evening news broadcast, you'd think the tobacco industry was fighting a losing battle against the various anti-smoking groups. But as you will see by reading this first issue of TAPGRAM, that's not the case at all! We have won major victories, and we will continue to win, with your help!

Victories are often won because PM USA employees and others became personally involved; in stories featured in this TAPGRAM, a key factor in the defeat of anti-smoking proposals was the willingness of our employees to stand up and be counted and to exercise their freedom as citizens to express themselves on issues.

Our industry has won, but the war continues. Tough anti-smoking measures are under consideration in Miami, New Jersey and Massachusetts. And to win these battles, we'll need the same kind of personal volunteer involvement that so many USA employees already have given.

Your willingness to help will make TAPGRAM a source of GOOD NEWS.

## CALIFORNIA - PROP 5 DEFEATED

Proposition 5, the so-called "Clean Indoor Air" initiative which would have banned or restricted smoking in virtually all public places in the state, was defeated by a 54-46% margin on November 7. Nearly 3.7 million voters supported the industry position. Victory credited to:

1. Enthusiastic corps of volunteer campaign workers including PM USA sales force representatives and their spouses who distributed literature, placed lawn signs, walked precincts, held coffee klatches, wrote letters-to-the-editors, and took part in get-out-the-vote activities. . .

2. Teamwork amongst entire PM Family, as well as the industry as a whole, including union members, wholesalers and retailers. . .

3. Voter's resentment of "Big Brother" implications of proposal. . .

Prop 5 was rejected in every one of California's 58 counties. In addition, 84 influential daily newspapers and more than a dozen broadcast outlets editorialized against it.

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Source: https://www.industrydocuments.ucsf.edu/docs/jrwj0000

The vote against the initiative represented one of the sharpest turnarounds in recent political history; in January, polls showed 70% of California voters favored Prop 5. But our united industry effort proves that when we aggressively present our case in an intelligent manner, the media and the public respond.

ILLINOIS - GOVERNOR VETOES ANTI-SMOKING BILL

On September 22, Governor Thompson vetoed H. B. 168, which would have banned smoking in many public places. In his veto message, the Governor stated: "I cannot sanction the use of taxpayer's money in this needless and wasteful fashion while other needs of our people -- schools, mental health, job creation efforts, and just plain saving a buck for the taxpayers -- are not yet fully realized." The vetoed bill previously had passed both houses of Illinois legislature by overwhelming margins.

FOOTNOTE: On November 28, the Illinois House did not override the veto in response to a united industry campaign.

MASSACHUSETTS - ANTI-SMOKING EFFORT FIZZLES

Voters in 10 state representative districts were asked to voice opinion on November 7 on whether their state legislators should support a proposal to restrict smoking in public places. Despite intensive effort by anti-smoking groups, referendum failed to generate expected support. In seven of the 10 districts, proposal failed to win even 50% of the vote.

TRACY, CALIFORNIA - TOBACCO VENDING MACHINE BAN KILLED

Ordinance to ban tobacco vending machines was killed after Allen Le Leaux and others in PM USA sales force not only alerted Public Affairs Department of proposal but also attended the City Council hearing to speak against vending machine ban. Council killed bill and enacted ordinance requiring only closer supervision of tobacco vending machines in places where minors have access.

NEW ORLEANS - SMOKING TO BE BANNED IN SUPERDOME? NO!

At the huge Superdome sports/entertainment complex in New Orleans, a proposal to ban smoking was rejected by the New Orleans City Council. A key factor in the council decision was the personal contact of Vern Zank, John Spampneto and other sales force members. TAP volunteers helped out, too, by writing letters and attending Council hearings.

SPECIAL -- NEW SURGEON GENERAL'S REPORT EXPECTED SOON

A new Surgeon General's Report on smoking and health is expected to be released on January 11, 1979, the fifteenth anniversary of the publication of 1964 Surgeon General's Report. Intended primarily as a major "media event" to publicize HEW Secretary Califano's $30 million anti-smoking campaign, the report will contain very little information that has not already been made public. If it follows the pattern of previous government reports on smoking and health, this latest one will be an amalgam of unproved charges, exaggerated conclusions and largely one-sided interpretations of statistical data aimed at reinforcing anti-cigarette attitudes.

(The next TAPGRAM will include a more detailed account of the Report for your information.)

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